



## Top challenges in cocoa production

- 1 Widespread poverty in cocoa farming communities
- 2 Deforestation in cocoa producing countries
- 3 Gender inequality
- 4 Child and forced labour

## Where is Fairtrade focusing its efforts?

- ✓ Ensuring a living income\* for cocoa farmers
- ✓ Strengthening standards for monitoring and preventing deforestation

\* A living income is defined as sufficient income to afford a decent standard of living for all household members – including a nutritious diet, clean water, decent housing, education, healthcare, and other essential needs, plus a little extra for emergencies and savings – once farm costs are covered.



# THE IMPACT OF FAIRTRADE



## The right to a living income

A 2018 Fairtrade study on Ivorian cocoa farmers resulted in the raising of the Fairtrade Minimum Price and Premium by 20% for conventional cocoa.

Fairtrade is the only certification scheme that has a mandatory minimum price, which acts as a safety net for farmers when market prices fall while allowing them to benefit when prices rise.

A 2021 survey found that Fairtrade cocoa farmers in Côte d'Ivoire have increased their incomes by 85% over the past several years and that a greater proportion are living above extreme poverty levels.

\* Fairtrade Africa is the Producer Network for Africa and co-owns the Fairtrade International system. Producer Networks are regional associations that Fairtrade certified producer organizations may join if they wish.



## Women to the front

In Côte d'Ivoire, women and men are working together to break down gender stereotypes in Fairtrade cocoa farming communities, and building up a new model of women as entrepreneurs and leaders.

The Women's School of Leadership in Côte D'Ivoire, developed by Fairtrade Africa in 2017, brings women cocoa farmers together for a year of training and mentorship on topics of human rights and gender equality, as well as financial management, negotiation, and income diversification project development.



## There is no climate justice without trade justice

Deforestation is the second biggest cause of climate change and accounts for 11% of global greenhouse gas emissions.

But poverty can fuel deforestation when farmers are forced to choose between hunger or cutting down trees for crops: it is not a fair choice. Without stable incomes, farmers will be forced to move into forested areas to make ends meet.

The Fairtrade Minimum Price and Premium support farmers in ensuring environmentally friendly practices. In addition, Fairtrade Standards forbid cutting down protected forests and cocoa cooperatives must have a procedure in place to ensure protection against deforestation.

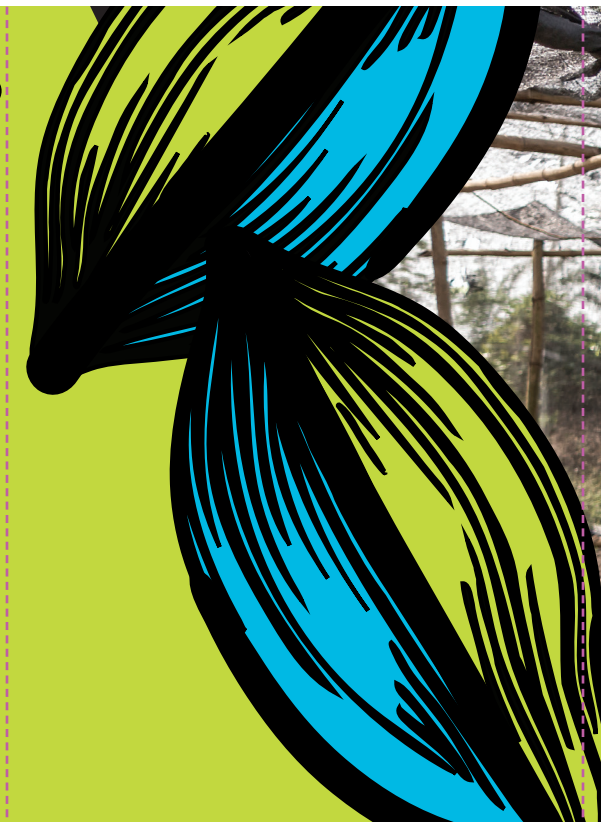


# Conacado Dominican Republic

## Story from the field

In 2017, the producers at CONACADO decided to invest part of its Fairtrade Premium in expanding their Cooperative Development Program (CDP) to other branches and members of the cooperative.

Currently, 10% of CONACADO producers, or around 900 farmers, have direct access to demonstration plots where they can learn agricultural techniques and obtain vegetative material and seeds to renew their plantations. They have already seen an increase in productivity on their farms. This new phase plans to involve cocoa producers from neighbouring Haiti. The objective is the transfer and exchange of technical knowledge, allowing Haitian producers to learn from Dominican producers.



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I've seen that Fairtrade has helped us a lot in cocoa farming. The Fairtrade Premium has enabled us to do many things, especially women. It has enabled us to advance our children, and also we use the Fairtrade Premium to build for the future.

- Rosine Bekoin  
Smallholder cocoa farmer and member of CAYAT co-operative, Côte d'Ivoire

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# COCOA

